

**WHAT IS CLAIMED IS:**

1. A method for executing an application, comprising:

receiving an identification of a first customer;

identifying one or more applications accessible to the first customer based on the identification;

receiving a selection of a first application from the one or more applications to execute;

identifying one or more rules applicable to the first application;

executing one or more generic tasks stored in a first area accessible to all customers according to the identified one or more rules; and

executing at least one customized task according to the identified one or more rules, the at least one customized task being stored in a second area accessible only to the first customer.

2. A method according to claim 1, further comprising:

receiving an identification of a second customer, different from the first customer;

identifying one or more applications accessible to the second customer based on the identification;

receiving a selection of a second application from the one or more applications accessible to the second customer to execute;

identifying one or more rules applicable to the second application;

executing one or more generic tasks stored in the first area accessible to all customers according to the identified one or more rules applicable to the second application; and

executing at least one customized task according to the identified one or more rules applicable to the second application, the at least one customized task being stored in a third area accessible only to the second customer.

3. A method according to claim 2, wherein at least one of the generic tasks executed for the first application is executed for the second application.

4. A method according to claim 2, wherein at least one of the rules applicable to the first application is applicable to the second application.

5. A method for developing an application, comprising:

identifying one or more rules and one or more generic tasks corresponding to the identified one or more rules included in a first generic application;

receiving a request to modify the first generic application into a first custom application;

generating at least one customized task based upon the received request; and

modifying at least one of the one or more identified rules to incorporate the at least one customized task into the first custom application, the first custom application including at least one of the one or more generic tasks included in the first generic application.

6. A method according to claim 5, wherein the request includes details about tasks to include in the first custom application, and

wherein the at least one customized task is generated according to the details.

7. A method according to claim 5, wherein the generating the at least one customized task includes modifying at least one of the one or more generic tasks to generate the at least one customized task.

8. A method according to claim 5, wherein the at least one customized task is a new task different from the identified one or more generic tasks.

9. A method according to claim 5, further comprising receiving an identification of a first customer.

10. A method according to claim 9, further comprising storing the at least on customized task of the first custom application in a location in memory that is only accessible to the first customer.

11. A method according to claim 10, further comprising:

identifying one or more rules and one or more generic tasks corresponding to the identified one or more rules included in a second generic application;

receiving a request to modify the second generic application into a second custom application;

generating at least one customized task based upon the received request to modify the second generic application into the second custom application; and

modifying at least one of the one or more identified rules of the second generic application to incorporate the at least one customized task into the second custom application, the second custom application including at least one of the one or more generic tasks included in the second generic application.

12. A method according to claim 11, further comprising receiving an identification of a second customer, different from the first customer.

13. A method according to claim 12, further comprising storing the at least one customized task of the second custom application in a location in memory that is only accessible to the second customer.

14. A method according to claim 13, wherein the first and second generic applications are the same.

15. A method according to claim 13, wherein the first and second generic application are different.

16. A computer system for executing an application, comprising:

a rules database which stores a plurality of rules, each rule designed to identify one or more tasks to execute and the sequence in which the tasks are performed;

a generic task database which stores generic tasks that are accessible to all customers, each generic task designed to provide a function applicable to at least one application;

at least one custom task database, each custom task database storing custom tasks that are accessible to only a respective customer, each custom task designed to provide a function applicable to at least one custom application;

an external interface which receives an identification of a first customer; and

an auto-customization engine which identifies one or more applications accessible to the first customer based on the identification received by the external interface, the external interface receiving a selection to execute a first application from the identified one or more applications;

wherein the auto-customization engine identifies one or more rules in the rules database applicable to the first application, executes one or more generic tasks stored in the generic task database according to the identified one or more rules, and executes at least one customized task

stored in a first custom task database according to the identified one or more rules, the at least one customized task stored in the first custom task database being accessible only to the first customer.

17. A computer system according to claim 16, wherein the external interface receives an identification of a second customer, different from the first customer,

wherein the auto-customization engine identifies one or more applications accessible to the second customer based on the identification of the second customer, the external interface receiving a selection to execute a second application from the one or more applications accessible to the second customer, and

wherein the auto-customization engine identifies one or more rules applicable to the second application, executes one or more generic tasks stored in the generic task database according to the identified one or more rules applicable to the second application, and executes at least one customized task stored in a second custom task database according to the identified one or more rules applicable to the second application, the at least one customized task stored in the second custom task database being accessible only to the second customer.

18. A computer system according to claim 17, wherein at least one of the generic tasks executed for the first application is executed for the second application.

19. A computer system according to claim 17, wherein at least one of the rules applicable to the first application is applicable to the second application.

20. A computer system for developing an application, comprising:

a rules database which stores a plurality of rules, each rule designed to identify one or more tasks to execute and the sequence in which the tasks are performed;

a generic task database which stores generic tasks that are accessible to all customers, each generic task designed to provide a function applicable to at least one application;

at least one custom task database, each custom task database storing custom tasks that are accessible to only a respective customer, each custom task designed to provide a function applicable to at least one custom application;

an auto-customization engine which identifies one or more rules from the rules database and one or more generic tasks corresponding to the identified one or more rules from the generic task database included in a first generic application; and

an external interface which receives a request to modify the first generic application into a first custom application,

wherein the auto-customization engine generates at least one customized task based upon the received request, stores the at least one customized task in a first custom task database and modifies at least one

of the one or more identified rules to incorporate the at least one customized task into the first custom application, the first custom application including at least one of the one or more generic tasks included in the first generic application.

21. A computer system according to claim 20, wherein the request includes details about tasks to include in the first custom application, and

wherein the at least one customized task is generated according to the details.

22. A computer system according to claim 20, wherein the auto-customization engine modifies at least one of the one or more generic tasks to generate the at least one customized task.

23. A computer system according to claim 20, wherein the at least one customized task is a new task different from the identified one or more generic tasks.

24. A computer system according to claim 20, wherein the external interface receives an identification of a first customer.

25. A computer system according to claim 24, wherein the first custom task database is only accessible to the first customer.



26. A computer system according to claim 10, wherein the auto-customization engine identifies one or more rules from the rules database and one or more generic tasks corresponding to the identified one or more rules from the generic task database included in a second generic application,

wherein the external interface receives a request to modify the second generic application into a second custom application, and

wherein the auto-customization engine generates at least one customized task based upon the received request to modify the second generic application into the second custom application, stores the at least one customized task in a second custom task database, and modifies at least one of the one or more identified rules of the second generic application to incorporate the at least one customized task into the second custom application, the second custom application including at least one of the one or more generic tasks included in the second generic application.

27. A computer system according to claim 11, wherein the external interface receives an identification of a second customer, different from the first customer.

28. A computer system according to claim 12, wherein the second custom task database is only accessible to the second customer.

29. A computer system according to claim 13, wherein the first and second generic applications are the same.

30. A computer system according to claim 13, wherein the first and second generic application are different.

31. A computer readable medium operable on a computer system for executing an application, the computer readable medium configured to:

receive an identification of a first customer;

identify one or more applications accessible to the first customer based on the identification;

receive a selection of a first application from the one or more applications to execute;

identify one or more rules applicable to the first application;

execute one or more generic tasks stored in a first area accessible to all customers according to the identified one or more rules; and

execute at least one customized task according to the identified one or more rules, the at least one customized task being stored in a second area accessible only to the first customer.

32. A computer readable medium according to claim 1, further configured to:

receive an identification of a second customer, different from the first customer;

identify one or more applications accessible to the second customer based on the identification;

receive a selection of a second application from the one or more applications accessible to the second customer to execute;

identify one or more rules applicable to the second application;

execute one or more generic tasks stored in the first area accessible to all customers according to the identified one or more rules applicable to the second application; and

execute at least one customized task according to the identified one or more rules applicable to the second application, the at least one customized task being stored in a third area accessible only to the second customer.

33. A computer readable medium according to claim 2, wherein at least one of the generic tasks executed for the first application is executed for the second application.

34. A computer readable medium according to claim 2, wherein at least one of the rules applicable to the first application is applicable to the second application.

35. A computer readable medium operable on a computer system for developing an application, the computer readable medium configured to:

identify one or more rules and one or more generic tasks corresponding to the identified one or more rules included in a first generic application;

receive a request to modify the first generic application into a first custom application;

generate at least one customized task based upon the received request; and

modify at least one of the one or more identified rules to incorporate the at least one customized task into the first custom application, the first custom application including at least one of the one or more generic tasks included in the first generic application.

36. A computer readable medium according to claim 35, wherein the request includes details about tasks to include in the first custom application, and

wherein the at least one customized task is generated according to the details.

37. A computer readable medium according to claim 35, further configured to modify at least one of the one or more generic tasks to generate the at least one customized task.

38. A computer readable medium according to claim 35, wherein the at least one customized task is a new task different from the identified one or more generic tasks.

39. A computer readable medium according to claim 35, further configured to receive an identification of a first customer.

40. A computer readable medium according to claim 39, further configured to store the at least one customized task of the first custom application in a location in memory that is only accessible to the first customer.

41. A computer readable medium according to claim 40, further configured to:

identify one or more rules and one or more generic tasks corresponding to the identified one or more rules included in a second generic application;

receive a request to modify the second generic application into a second custom application;

generate at least one customized task based upon the received request to modify the second generic application into the second custom application; and

modify at least one of the one or more identified rules of the second generic application to incorporate the at least one customized task into the second custom application, the second custom application including at least one of the one or more generic tasks included in the second generic application.

42. A computer readable medium according to claim 41, further configured to receive an identification of a second customer, different from the first customer.

43. A computer readable medium according to claim 42, further configured to store the at least one customized task of the second custom application in a location in memory that is only accessible to the second customer.

44. A computer readable medium according to claim 43, wherein the first and second generic applications are the same.

45. A computer readable medium according to claim 43, wherein the first and second generic application are different.